

AID ATLANTA
AFRICAN AMERICAN OUTREACH
Program Information

The goal of the African American Outreach Program is to provide HIV/AIDS awareness, prevention and risk reduction education to the African American community. African-Americans are becoming infected/affected by the AIDS epidemic at an alarmingly high level. The need to implement an effective educational effort is evident. We are primarily targeting African Americans in Atlanta. The program will assist in establishing a network of educational services beyond Atlanta to help reach African Americans statewide. The target population is all-inclusive in terms of age, gender, income and educational level.

This program is relatively new. It's success is highly dependant upon a level of community acceptance. This acceptance will take an certain amount of time to be achieved. The only true measure of program success would be decreased infection rate. There is to date no concrete data that suggests such behavioral change. However, there has been a noticeable increase in the number of requests for educational services from members of the targeted community who have identified this program as a viable information source. In addition we have begun efforts to solicit under-utilized institutions which will facilitate our being accepted.

The Program Coordinator is a trained HIV/AIDS educator and a certified HIV pre/post-test counselor. He has previous HIV/AIDS outreach experience as a volunteer with the Brooklyn AIDS Task Force. He works with a group of 20 volunteers who display a variety of skills and a high level of commitment.

The Program Coordinator designs and conducts presentations when needed. He is responsible for training the African American Outreach volunteers and maintaining the quality of the volunteer activities. The Program Coordinator works with the print and broadcast media for community awareness, education, volunteer recruitment and special events promotion. The Program Coordinator establishes and maintains working relationships with community leaders and influential persons.

The African American Outreach (AAO) volunteers provide educational presentations in the schools, colleges, churches, prisons, shelters, recovery centers, etc. We have maintained a consistent presence at the Atlanta University Center (Morehouse, Spelman, Clark, and Morris Brown). Our presentations are tailored for the respective audiences. The AAO volunteers also staff informational booths at various health fairs and social events such as the Sweet Auburn Festival and Black Expo.

